GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Elections – Simultaneous Elections to the Lok Sabha and Legislative Assembly of Andhra Pradesh, 2024 – Payment to the Times Group, Bennett, Coleman & Co. Ltd., Vijayawada for executing media plan includes Print Ads, Bus Branding, Theatre Ads etc. – Sanctioned – Orders – Issued.

GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

G.O.RT.No. 365 Dated: 19-02-2025

Read the following:

1. Proposal dated 16.04.2024.
2. Letter No.3709/Elecs.D3/A1/2024, dated 27.04.2024.
3. Letter No.3709/Elecs.D3/A1/2024, dated 28.04.2024.
4. Invoice No.BCAP24RV-0000281, dated. 17.05.2024 of the Times Group, Bennett, Coleman & Co. Ltd., Vijayawada.
5. G.O.Rt.No.1168, G.A(Elections.C) Department, dated. 04.07.2024.
6. G.O.Rt.No.1854, G.A(Elections.C)Department, dated:30.10.2024.

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ORDER:

In the reference 2nd read above, the Manager – Response, the Times Group, Vijayawada was informed that the comprehensive media plan exclusively for the Chief Electoral Officer of Andhra Pradesh for the Simultaneous Elections to the Lok Sabha and Legislative Assembly of Andhra Pradesh, 2024, for creating awareness among the first-time voters and existing voters to cast their vote on polling day without any excuses is confirmed as per the proposal in the reference 1st read above.

2. in the reference 3rd read above, the Times Group, Vijayawada was requested to execute the comprehensive media plan includes Print Ads, Bus Branding, Theatre Ads etc. for Andhra Pradesh Election Campaign in Visakhapatnam, Vijayawada and Guntur from 29.04.2024 to 13.05.2024 at the rate of Rs.23,60,000/- including GST.

3. In the reference 4th read above, the Times Group, Vijayawada executed the comprehensive media plan includes Print Ads, Bus Branding, and Theatre Ads etc. for Andhra Pradesh Election Campaign in Visakhapatnam, Vijayawada and Guntur from 29.04.2024 to 13.05.2024, in connection with Andhra Pradesh for the Simultaneous Elections to the Lok Sabha and Legislative Assembly of Andhra Pradesh, 2024 and submitted the invoice for an amount of Rs.23,60,000/- and requested for payment.

4. Accordingly, in the G.O. 5th read above, sanctioned an amount of Rs.23,60,000/- (Rupees Twenty Three lakh Sixty thousand only) to the Times Group, Bennett, Coleman & Co. Ltd., Vijayawada towards execution of comprehensive media plan includes Print Ads, Bus Branding, Theatre Ads etc. for Andhra Pradesh Election campaign in Visakhapatnam, Vijayawada and Guntur from 29.04.2024 to 13.05.2024, in connection with Andhra Pradesh for the Simultaneous Elections to the Lok Sabha and Legislative Assembly of Andhra Pradesh, 2024.

(P.T.O)

5. In the G.Os 5th and 6th read above, out of the total sanctioned amount, an amount of Rs.22,70,000/- (Rs.11,50,000/- + Rs. 11,20,000/-) (Rupees Twenty Two Lakh and Seventy Thousand only) released to the Times Group, Vijayawada towards execution of comprehensive media plan includes Print Ads, Bus Branding, Theatre

Ads etc. for Andhra Pradesh Election campaign in Visakhapatnam, Vijayawada and Guntur from 29.04.2024 to 13.05.2024, in connection with Andhra Pradesh for the Simultaneous Elections to the Lok Sabha and Legislative Assembly of Andhra Pradesh, 2024.Hence, an amount of Rs.90,000/- has to be released to the Times Group, Vijayawada.

6. After careful examination of the matter, an amount of Rs.90,000/- (Rupees Ninety Thousand only) is now released as 3rd installment to the Times Group, Vijayawada the expenditure shall be met from BE 2024-25.

7.The expenditure sanctioned in para (6) above shall be debited to "2015 – Elections – M.H. 104- Charges for conduct of Elections for Lok Sabha and State Legislature when held Simultaneously – S.H(04) – Conduct of Elections for Lok Sabha and State Legislature – 260 – Advertisements / 262 – Electronic Media".

8. The General Administration (Claims.C) Department are requested to draw the amount released in para (6) above and credit in four of "The Times Group, Bennett, Coleman & Co. Ltd., A/c No.00600310004966, HDFC Bank, Fort Branch, Mumbai, IFSC Code:HDFC0000240, GSTIN:37AAACB4373Q1Z7.

9. This order does not require the concurrence of Finance Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

VIVEK YADAV
CHIEF ELECTORAL OFFICER &
E.O. SECRETARY TO GOVERNMENT

To
The General Administration (Claims.C) Department (W.es).
The Joint PAO, Secretariat Branch, Velagapudi.
The Times Group, Bennett, Coleman & Co. Ltd., Vijayawada.
Copy to:-
The Finance (FMU-GAD-I) Department.
The Accountant General, AP, Vijayawada.
Sf/Sc.

//FORWARDED :: BY ORDER//

SECTION OFFICER